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## Lacy, crotchless or musical, underneath, it's still underwear

By Jonathan Taylor  
Staff Reporter

It's still acceptable to label your undergarments skivvies, unmentionables or intimate apparel. But some clothing merchants say styles and peoples' attitudes toward what they cover their privates with have changed. Customers who like to be fashionable on the outside, it seems, are beginning to be concerned about being stylish on the inside as well.

"Garter belts and stockings are all the rage," says Gretchen Gedwillo, owner and manager of Lorraine's Inc., 135 Gateway Shopping Center.

The popularity of fishnet, dotted, seamed back and colored stockings, along with camisoles (half slips), lace and silk lingerie represent a movement toward the "more sensual things," Gedwillo said. Teddys, the sleeveless, legless jumpsuit kind of things popularized during the Roosevelt era, about 50 years ago, are making a strong comeback as a fashionable substitute for the old half slip.

Although Elizabeth Meyer, owner of Elizabeth's Fine Lingerie, 277 East Park Plaza, said she hasn't noticed any significant changes in underwear styles, she said "anything feminine looking" such as ruffles and lace continue to be popular in her shop.

Miller & Paine's lingerie department supervisor Eula Reed said women's undergarments were once plain

and dull, but the advent of more vibrant colors, mens' styled briefs and the feminine camisoles and teddys have changed the face of underwear women know today. Cotton undergarments also are coming into their own, Reed said.

At the empire of novelty loungewear, Fredrick's of Hollywood, manager Andrea Anderson of the Omaha Westroads store said crotchless musical briefs which play happy birthday and the wedding march and edible underwear are big sellers.

Another "very popular" item, she said, is the men's G-string. Because of the go-go dancing trend right now, Anderson said, the G-strings "are becoming very popular among the nightclub acts."

Seventy percent of all purchases of men's underwear is by women, said Dan Dittenber, owner of Sir Winston LTD, 70th and A streets.

At Landon's, however, most undergarment purchases are made by men, assistant manager Steve Mincks said. Most of the sales, she said, are "after-sales" in which the customer does not intend to buy underwear when he enters the store, but decides to get some while making another purchase.

Besides a larger color selection and increased popularity of boxer shorts by men and women, Mincks said mens' underwear has remained basically the same.

Mark Essman, assistant manager at J. Riggins, Gateway Shopping Center, said a larger brand and style selection has made mens' undergarments more fashionable.

"It's getting away from bland and basic things and getting a little more colorful and stylish," he said.

The biggest recent change, Essman said, has been the flood of colored and "designer" underwear such as the Munsingwear and Calvin Klein brands. Instead of the basic grays or white briefs like mom bought, customers are looking for brand-name insignias like Munsingwear's Penguin, and are trying other styles like the lo-rise or mini bikini, Essman said.

### Tousled look marks new menswear

By Peggy Massin  
The Bouter News Report

PARIS — Baggy shaggy looks dominate male autumn and winter clothing this year, with men dressing as cowboys, hunters, trappers or manual laborers — in fact as anything except white-collar businessmen.

The tousled look extends throughout this year's presentation of menswear in Paris, although the crumpled gear offered by the large Spanish contingent looked as if the wearers had been chased through a bullring.

Even the office worker will be wearing rough-textured, shapeless trousers and jackets cut so short they don't cover the buttocks. Neckties are as rare as dinosaurs' eggs.

Man are back in Humphrey Bogart-style trench coats with Al Capone gangster hats pulled down to eyebrow level or lumberjack hats complete with earflaps and lined with fake fur.

Town coats are sloppy wraparound affairs in rustic tweeds, not far removed from bathrobes.

Titles from the selections of 67 European designers continue the casual tone and include "Adventures of the Future" and "Peaceful Ireland."

Pajamas are wildly colorful and short-legged, often combining two or three different gaudy prints.

Pierre Cardin's latest collection, presented last night, also goes for relaxed elegance. Jackets are shorter with rounded sloped shoulders over heavy padding and shirt tail hems have high slits at each side.

Cardin, who celebrates his 25th anniversary in the menswear field, says male clothing accounts for 40 percent of his total turnover with a volume 10 times greater than women's clothes.

But casual wear does not stretch as far as blue jeans. Their sale dropped by over four percent in France last year, while exports in French menswear as a whole rose by 18 percent.

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